

1. Record Nr.	UNINA9910452636503321
Autore	Whisenhunt Donald W
Titolo	Utopian movements and ideas of the Great Depression [[electronic resource]] : dreamers, believers, and madmen / / Donald W. Whisenhunt
Pubbl/distr/stampa	Lanham, Md. ; ; Plymouth, England, : Lexington Books, c2013
ISBN	1-4985-5703-1 0-7391-8133-5
Descrizione fisica	1 online resource (195 p.)
Disciplina	335/.02097309043
Soggetti	Utopias - United States - History - 20th century Utopian socialism - United States - History - 20th century Electronic books. United States Intellectual life 20th century United States Social conditions 1933-1945 United States Social conditions 1918-1932
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Contents; 1 Introduction; 2 The Utopians; 3 The Politician; 4 The Priest; 5 The Socialists; 6 The Editor; 7 The King; 8 The Writers; 9 Conclusion; Index; About the Author
Sommario/riassunto	Utopian Movements and Ideas of the Great Depression explores several lesser known movements for change and reform in the Great Depression Era of the 1930s. It includes studies of a few communal societies, proposals for reform, and analyses of several books written in the 1930s that propose solutions to the nation's economic ills. Arguably, America has been a Utopian experiment from its beginning; these movements and ideas of the 1930s were the latest manifestation of that experiment to that time. Despite their lack of obvious success,

2. Record Nr.	UNINA9910467742903321
Autore	Millot Michel
Titolo	Embarrassment of product choices 2 : towards a society of well-being / / Michel Millot
Pubbl/distr/stampa	London, England ; ; Hoboken, New Jersey : , : ISTE : , : Wiley, , 2019
ISBN	1-119-57915-5 1-119-57921-X
Edizione	[1st edition]
Descrizione fisica	1 online resource (244 pages)
Disciplina	658.8342
Soggetti	Consumer behavior Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Product information is excessively commercial and technical. There is no single best product for all, and the price/quality ratio can be deceptive. Word of mouth is growing with opinions shared on the internet. This book calls for the reinvention of a new economy based on real requirements, not only for profit or "technology" but for qualities of use and the environment. A product's use is its purpose. An innovation must always be an improvement to qualities of use. The emergence of new technologies, such as connected objects and the autonomous car, form a new trap for innovation, and progress has been limited to the perfection of technique. Marketing must no longer confuse the consumer (the customer) and the user. Complete with methodology for the reader to follow, this book describes how the ecology of use can become the main wealth of an economy based on quality of life and well-being.